

SUBSCRIBER DATA PAGE FOR AUGMENTING A SUBSCRIBER CONNECTION WITH ANOTHER PARTY

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ABSTRACT

A subscriber data page includes data regarding a subscriber, such as name, residential address, shipping address, electronic mail address, telephone numbers, billing data (e.g., credit card number), photograph, sound file (e.g., a greeting), etc. The page is customizable so that different information may be displayed for different parties. For example, the subscriber may specify that particular parties (e.g., identified friends or relatives) may view one set of details while merchants may view a second set of details and unknown or public parties yet another set. A merchant may retrieve shipping, billing and/or other information from the subscriber's data page when the subscriber places an order with the merchant.

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15 Illustratively, a link or reference to the subscriber's data page may be sent to a called party when the subscriber requests a connection with that party (or vice versa), while the subscriber and called party are connected, or after the connection.